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A Souvenir of
Canada's Greatest Newspapers



A GLIMPSE OF MONTREAL AND CANADA'S
GREATEST CITY AND A SOUVENIR
OF CANADA'S GREATEST NEWSPAPERS



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1910

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OLD WIND MILL—NEAR MONTREAL.



MONTREAL.



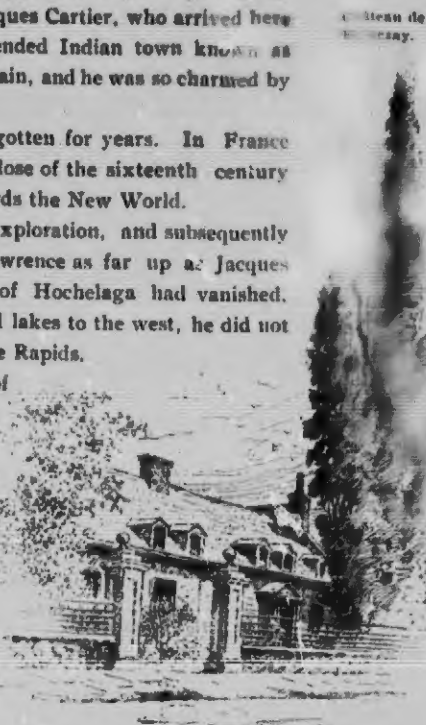
MONTREAL, the largest and wealthiest city in Canada and the commercial metropolis of the Dominion, is situated on an island, at the confluence of the St. Lawrence and Ottawa rivers, and therefore at the parting of nature's two great waterways to the interior of the continent. Montreal is at the head of the ocean navigation of the St. Lawrence, and—measured from the Straits of Belle-Isle—is nine hundred and forty miles inland. Beyond and to the West stretch out the upper St. Lawrence and the Great Lakes, on the shores of which are the principal grain markets of America. Not only from Canada, but from the populous Western States, there pass through this port steamer after steamer, boats and barges, laden with the produce of a continent going forth to supply the world. Montreal is the eastern gateway of the New Continent.

The great geographical advantages of the island were fully appreciated by the pioneers of New France in North America. Its first European visitor was Jacques Cartier, who arrived here in the autumn of 1535, and found a populous and strongly defended Indian town known as Hochelaga. Cartier and his party climbed to the top of the mountain, and he was so charmed by the prospect that he gave the place the name of Mont Royal.

The discoverer of Canada passed away and Canada was forgotten for years. In France these were years of war and intrigue and trouble. Towards the close of the sixteenth century peace was restored, and public attention was again directed towards the New World.

In 1603, Samuel de Champlain renewed the work of exploration, and subsequently became the founder of Canada. He made a survey of the St. Lawrence as far up as Jacques Cartier had gone sixty-eight years before. The Indian town of Hochelaga had vanished. Although Champlain heard stories from Indians about streams and lakes to the west, he did not venture on this occasion beyond Lake St. Louis, above the Lachine Rapids.

In 1611 the French fixed their first post on the island of Montreal. Champlain called it "La Place Royale." Its site was where the Montreal Custom House now stands. This place was not intended to be the foundation of a town, but an entrepot for trade in furs brought in by the Indians. Champlain was, however, fully alive to the great advantages of the location. Soon the post drew a large trade from the west, both down the St. Lawrence and the Ottawa rivers.



Place Royale remained a trading post until 1642, when the city was founded. The enterprise was undertaken by two pious gentlemen of France—the priest Olier, better known as the founder of the Sulpician order, and the merchant Dauversiere. With other kindred spirits, they planned a town to be known as Ville-Marie-de-Montreal. The leader of the expedition was Maisonneuve, the soldier, who continued for several years the governor and gallant defender of Montreal.

It was no bed of roses that the settlers enjoyed. Attacks from the Iroquois were frequent and determined. Only by constant watchfulness could a measure of safety be assured. Still the settlement struggled on and began to acquire weight in the colony.

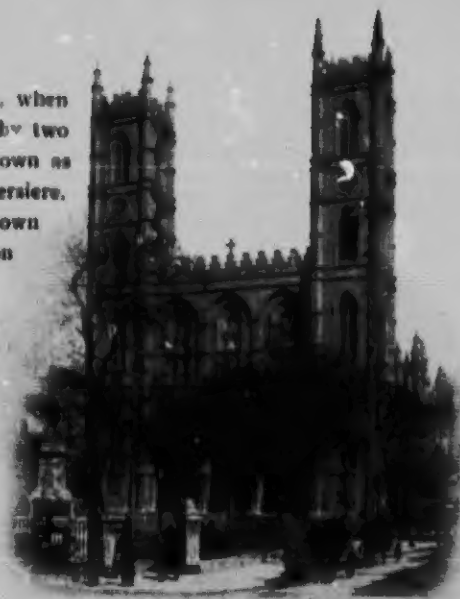
For a hundred and eighteen years Canada remained under French rule. During this time Montreal shared in all the vicissitudes of fortune that came to New France. It was here that the last important stand was made by the soldiers of France, and it was here that Vaudreuil surrendered to Amherst, on September 8, 1760.

During the American Revolutionary War, Montreal passed from the hands of the English into those of the Americans. In 1775, Ethan Allan, with a small body of men, attempted to take the city, which then had a population of twelve thousand. The attack failed and Allan was taken prisoner and sent to England. Later in the autumn, however, after Chambly and St. Johns had fallen, General Carleton retired to Quebec, which was strongly fortified, and the American forces under Montgomery occupied Montreal, making their headquarters at the Chateau de Ramezay. Montgomery himself also lived in the house at the corner of St. Peter and Notre Dame streets. The building is still standing, the lower part of it being now used as a restaurant. Montgomery invested Quebec and in a futile attack upon that place, in conjunction with Benedict Arnold, the former was killed and the latter badly wounded.

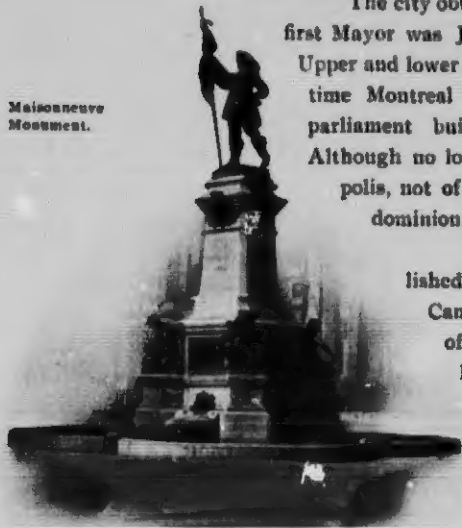
At the close of the eighteenth century, Montreal contained about twelve hundred houses and six churches. Between the town and the foot of the mountain was a mile of open country.

The city obtained a charter from the legislature of Lower Canada in 1833. The first Mayor was Jacques Viger, and he was succeeded in 1840 by Peter McGill. Upper and lower Canada (now Ontario and Quebec) were united in 1841, and for a time Montreal was the seat of government, but in 1849, during a riot, the parliament buildings were burned and Montreal ceased to be the capital. Although no longer the political centre, Montreal is still the commercial metropolis, not of old Canada on the banks of the St. Lawrence, but of a great dominion, whose shores are washed by the waters of two oceans.

The commercial supremacy of Montreal has long been established on what is unquestionably a permanent basis. It is not only Canada's chief mercantile centre, but one of the great business cities of the world. As it was when traffic was carried on in canoes, so it has continued with the batteau, the barge and the steamer. It has grown with the growth of traffic and the facilities for handling traffic. When the portage was succeeded by the canal, and the



Notre-Dame Cathedral.



Maisonneuve Monument.



Bank of
Montreal.

which has come so quietly and unostentatiously that the public scarcely realized that connecting links were being made, and different lines constructed, until the Canadian Northern was in every province of Canada and the Dominion was to have three instead of two great trunk systems extending from ocean to ocean, and all going through Montreal.

The population of Montreal and her chief suburbs is 476,334. The streets aggregate nearly three hundred miles. The consumption of water is thirteen billion gallons a year. The annual civic revenue is between five and six millions of dollars. The value of real estate in the city, according to assessment, is \$20,000,000.

The wharf front of Montreal extends for between six and seven miles, and large additions are annually made. Two-storied steel-framed freight sheds, with grain elevators of great capacity, besides floating elevators, and the most powerful steam derricks made (which can lift a loaded freight car as a man would a kitten) go to furnish an equipment not excelled on this continent, if in any other ports in the world.

As the headquarters of two of the world's greatest systems of railway, Montreal occupies a unique position. The St. Lawrence is spanned in two places by mammoth bridges. The oldest of these was the Grand Trunk bridge, originally a tubular, known as the Victoria Bridge and famed as the longest bridge in the world. It was opened by His Majesty King Edward (then the Prince of Wales) in 1860. That has since been transformed into the Victoria Jubilee Bridge, an open truss structure with two Railway tracks and two spacious driveways. It is still the longest of the world's bridges.

The Canadian Pacific Railway made their crossing over the Lachine rapids and they, too, have a splendid steel truss bridge of stupendous proportions, but without carriage ways.

stage coach by the railway train the geographical advantage of Montreal was but strengthened instead of weakened. To-day, the commerce of a continent passes through her portals.

Millions of dollars have been and are being spent in harbor improvements, while between the city and the ocean is an electric-lighted waterway, navigable to steamers of the first class. To the west now extends the greatest canal system ever seen or contemplated, making the vast inland navigable lakes as one, and connecting Montreal with Port Arthur, Chicago, Duluth, and other grain markets of the wheat belt of America. The two great continental railway systems, the Grand Trunk and Canadian Pacific, converge here from the west and then reach out to the east and south, with termini in Atlantic coast ports, both on the Canadian and United States seaboard. Then there is the third transcontinental line, the growth of



City Hall.



St. James
Methodist
Church.

The chief station of the Canadian Pacific, that on Windsor street, is now being enlarged, and when completed will extend from St. Antoine street to Osborne street. They have also a handsome, modern station at Place Viger, and freight stations at Dalhousie Square, Moreau street and at St. Louis de Mile End.

The Grand Trunk has a commodious passenger station, the Bonaventure, besides a great, modern office building on McGill street, and freight stations at Point St. Charles. Both companies have extensive workshops; those of the Grand Trunk being at Point St. Charles and the Angus Shops of the Canadian Pacific, a veritable city, in the Eastern suburbs.

The Canadian Northern Railway have a temporary station on St. Catherine street East, and the Intercolonial Railway use the Bonaventure station, their headquarters being

in Moncton, N. B. American railways running to Montreal enter the city over the lines of the Canadian railways and use their stations, having business and ticket offices on St. James street.

As before said, Montreal is rich in historic association, and many tablets mark residences of those famed in the past, or commemorate events full of importance in the country's story.

At the corner of Notre Dame and St. Peter streets a tablet marks the former residence of General Montgomery, 1775-6.

On the Canadian Rubber Company's works, Notre Dame East, a tablet records the building of the first steamship to cross the ocean either way, the Royal William.

On the wall of the old Sulpician Seminary, Notre Dame street, a tablet sets forth: "The Seminary of St. Sulpice, founded at Paris by Jacques Olier, 1641; established at Ville Marie 1657; M. Gabriel de Queylus, Superior; Seigneurs of the Island of Montreal, 1663."

"François Dollier de Cason, first historian of Montreal, captain under Marshal de Turenne, then priest of St. Sulpice during thirty-five years. He died in 1701, curé of the parish."

The chapel tower, Sherbrooke street, bears a tablet with this inscription: "Here rest the mortal remains of François Thoronbiongo, Huron; baptized by Rev. Pere de Breboeuf. He was by his piety and his probity, the example of Christians and the admiration of the unbelievers; he died, aged 100 years, the 21st April, 1690."

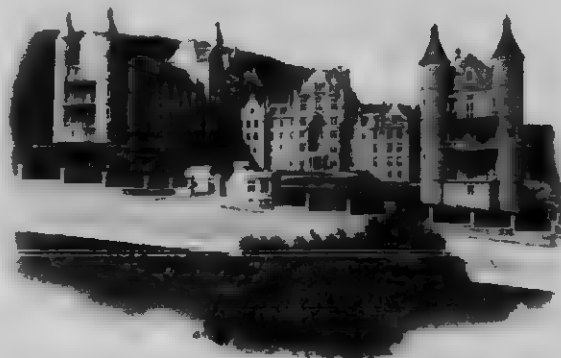
On the adjacent school tower is recorded: "Here rest the mortal remains of Marie Therese Ganansagous of the Congregation of Notre Dame." On the western wing is the legend: "Hic Evangelizabantur Indi." (Here the Indians were evangelized).

The Hotel-Dieu Hospital has a tablet setting forth: "Hotel-Dieu de Ville-Marie, founded in 1644 by Jeanne Mance. Transferred in 1861 to this land, given by Benoit and Gabriel Basset. Removal of the remains of Jeanne Mance and 178 nuns, 1861."

The Grey Nunnery has a tablet showing: "Hôpital General des Sœurs Grises. Fondé en 1775. Mon père et ma mère m'ont abandonné, may le Seigneur m'a recueilli.—Pa. 26." In the grounds is a cross marking the grave of a murderer who was tortured.

On the wall of the old Unitarian Church, Beaver Hall Hill: "Here stood Beaver Hall, built

Royal
Victoria
Hospital.





Royal
Victoria
College.

1800, burned 1848, mansion of Joseph Frobisher, one of the founders of the Northwest Company which made Montreal for 40 years the fur trading centre of America."

On the Royal Trust Company's building, Place d'Armes, there are two tablets: "Near this square, afterwards named La Place d'Armes, the founders of Ville-Marie first encountered the Iroquois, whom they defeated. Chomedy de Maisonneuve killing the chief with his own hand, 30th March, 1644."

The other reads: "This building is erected on part of the original concession made to Urbain Tessier dit Lavigne, this being the second lot granted to an individual on the island of Montreal."

At the southeast corner of the square is a tablet: "Here lived, in 1675, Daniel de Gresolon, Sieur Duluth, one of the explorers of the upper Mississippi, after whom the city of Duluth was named."

At the corner of Notre Dame and McGill streets was the old Recollets' gate. A tablet which marks the place says: "Recollets' gate. By this gate Amherst took possession, 8th September, 1760. General Hull, U. S. Army, 25 officers, 350 men, entered as prisoners of war, 20th September, 1812."

Montreal has many beautiful parks and squares. The three principal parks are Mount Royal, Parc Lafontaine and St. Helen's Island. The first is a magnificent pleasure ground, rising over seven hundred feet above the harbor level and abounding in delightful, well-kept drives and paths, with a "lookout" from which a splendid view of the city and the surrounding country may be obtained, with the shadowy, blue mountains in the distance.

Parc Lafontaine is a great stretch of level ground, which an artificial lagoon and beautiful landscape gardening have converted into a charming ornamental park.

St. Helen's Island, reached by steamer within a few minutes of the centre of the city, is a beautiful wooded island in the St. Lawrence.

In the western suburb, Westmount, is another large and handsome park, the smooth lawns and shade trees of which are the pride of all residents.

Beside these, many of the squares are beautifully kept public gardens. The total area of parks and squares is placed at 615 acres and valued at between \$8,000,000 and \$9,000,000.

The residences of Montreal are among some of the handsomest in America. Some are,

indeed, palaces set in magnificent private parks. A large part of Montreal's finest residential sections is not ten years old, and the dwellings show the very latest in beautiful architecture and the utmost comfort and convenience of modern equipment.

In the older part of the city, narrow streets with high, gloomy buildings, great stone



McGill
University

fortresses, show something of a period when the foundation of a great city was being formed. For the most part, however, the streets are wide, and laid out at right angles. Millions have been and are being spent in widening the older thoroughfares. The business blocks and office buildings are equal to any to be seen anywhere. In most cities there are slum quarters, but Montreal has no slums.

Even her foreign quarters, where newcomers from the densely populated cities of the old world congregate, will bear very favorable comparison with the poorer residential districts of any modern city.

Montreal is noted as having many of the "first things," as well as having some of the most noted. For instance, the first Young Men's Christian Association in America was founded in Montreal. Its present building, situated on Dominion Square, has been sold, and a larger one is to be built on Drummond street, as the outcome of a remarkable financial crusade of ten days, upon which all classes of the community entered enthusiastically.

The first Hunt Club on the continent was the Montreal, and it has a handsome home and kennels in the northern suburbs of the city, beyond the Mountain.

McGill University is one of the leading institutions of learning in America, with handsome and splendidly equipped buildings, the princely gifts of some of Montreal's merchant princes.

The thoughtful generosity of Montreal's men of means is also illustrated in her hospitals. The Royal Victoria, situated on the mountain side, is, in beauty of buildings, lovely situation and completeness of equipment, one of the leading hospitals of the world. The General, down in the heart of the city; the old Hotel Dieu, with nearly three hundred years of continuous usefulness; the Notre Dame, and the Western (recently greatly enlarged), are among the institutions healing the sick and caring for the wounded in a general way.

For special purposes there are such excellent and thoroughly modern houses as the Royal Alexandra Hospital for contagious diseases; the beautiful Children's Memorial Hospital on the Mountain; the Maternity Hospital; the Samaritan Hospital for Women; the Royal Edward Tuberculosis Sanitorium, and many smaller, but efficient, hospitals and dispensaries.

In addition to McGill, and colleges affiliated with it, there are branches of Laval and Bishop's Colleges, and other institutions of learning carrying on advanced work; while the well-furnished common schools in every ward attend to the needs of the young.

The Mount St. Louis Academy, St. Mary's College, Loyola College, the Convent of the Sacred Heart, the Grey Nunnery and numerous other convents and monasteries—the largest of which, that of the Congregation of Notre Dame, is an immense pile of handsome buildings at the corner of Atwater avenue and Sherbrooke street—furnish special and religious instruction under the care of different orders of the Roman Catholic Church.



Dominion Square

Sherbrooke Street.





Mount
Royal
Club.

Montreal is a veritable city of churches, some of them dating away back to the early history of the community, and most of them, being constructed of grey limestone, bear the appearance of great age. Their many towers rising among the great trees which ornament all parts of the city, give a most picturesque appearance. The largest of these is the church of Notre Dame with its huge towers in one of which is placed the largest bell in the Western hemisphere and one

of the largest in the world. This is the second largest church in America.

St. James Cathedral, Dominion Square, is a beautiful replica of St. Peter's at Rome. Hundreds of other Roman Catholic churches are to be found in all parts of the city and suburbs.

The Protestants of every denomination have numerous and handsome structures. Among the finest of these from the point of view of architectural correctness is Christ Church Cathedral, Anglican, and the largest Protestant church is St. James Methodist, on St. Catherine street.

Among the other interesting and historic houses of worship are the Scottish St. Andrew's; the American Presbyterian; the Erskine Presbyterian; St. George's, Anglican; the Church of St. James the Apostle, Anglican; the First Baptist; St. Paul's Presbyterian; two fine Jewish synagogues, and many other beautiful places, showing a wealth of church architecture.

As the centre of Canada's commerce, it is only to be expected that the city would have many noble banking institutions, and it certainly has. It is the headquarters of the chief banks of Canada and has branches of nearly all others. The chief of them is the substantial old Bank of Montreal, the wealthiest monetary institution in Canada, with not only numerous branches in the city, but in all the large and many of the small communities throughout Canada, as well as in the United States and other countries. The head office of the Bank of Montreal is an object of interest to all visitors. It has recently been largely rebuilt and more than doubled in size, but the original front remains and the architectural beauty of the former building has not been marred.

The Canadian Bank of Commerce celebrated their forty-second anniversary by moving into a splendid new building, one of the finest and most completely-equipped bank buildings in North America.

The facade is a model of Corinthian architecture, and the interior is admittedly "the last word" in the construction of bank buildings.

Most of the other leading banks of Canada have their headquarters in Montreal, and those who have not possess branches of a thoroughly metropolitan character. They have magnificent, steel-frame, brick and stone, fire-proof buildings, whose substantial proportions add to the grandeur and solidity of the business section. Conspicuous amongst these are the Eastern Townships Bank, Bank of Ottawa, Royal Bank of Canada and Bank of Toronto. Yet the city is one of striking contrasts, and as quaint and sweet



St. James
Street.

a monastery garden as existed in the cities of Europe in the fourteenth century flourishes immediately beside the Montreal Stock Exchange.

Among Montreal's hotels are some which are noted, and have been associated with events in the world's history; some which are known to all world-tourists and referred to in books of travel.

The St. Lawrence Hall was for years Montreal's leading hostelry, starting from 1851. Among its guests during the many years it has been open have been some of the most distinguished men in every walk of life.

There it was that Charles Dickens, Wilkie Collins and their party lived during their memorable visit to Montreal. The Grand Duke Alexis of Russia also stretched his legs under the mahogany.

The suite of the Prince of Wales, now His Majesty the King, stayed there when they came to attend the opening of the Victoria Bridge in 1860. Another notable name on its register was that of Lord Frederic Cavendish, who was afterwards assassinated in Phoenix Park, Dublin.

It was during the period of the American Civil War that the old St. Lawrence Hall saw its time of greatest activity. Here was the neutral ground, where public men and officers of North and South could come. Here it was that many a plot was hatched, many a privateer arranged for, more than one blockade-running enterprise negotiated.

Then came the Trent affair and the consequent sending of additional British troops to Canada. The Scots and Grenadier Guards and the Scots Fusiliers numbered among their officers many men at that time, or subsequently, famed in the annals of the British army.

That was a period of anxiety to all Canadians. With nothing but an imaginary, and then not completely defined, boundary line separating them from a mighty nation torn with internecine strife, it was difficult indeed to always prevent one or the other of the belligerents using Canada as a base of operations.

While no less than fifty thousand Canadians fought in the armies of the North, it was more from a spirit of adventure than any particular hostility to the South.

It was at St. Lawrence Hall that the St. Albans Raid was planned. It was there that the "raiders" "celebrated" their acquittal.

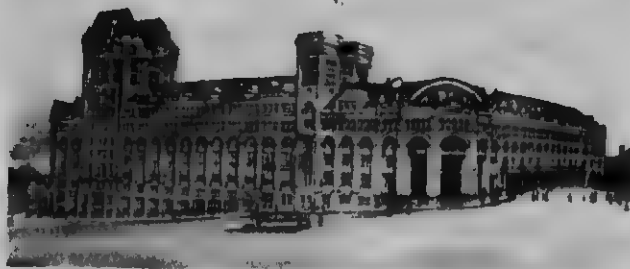
While the old hotel was thus the centre of intrigue, it was also — after the arrival of the additional British forces — the home of festivity and social life. Balls, receptions, dinners; the music of military bands; the laughter of gay belles, drove dull care away.

The Windsor is the largest hotel in Canada and its rotunda has been referred to by Sir Charles Dilke and other noted travelers, as a place famed throughout the world.

Under that dome have gathered some of the world's commercial and financial magnates, and hatched out some of the greatest railway deals and business enterprises of all countries. Men and women noted in art, literature, commerce; princes of the royal blood; famous actors and actresses; gallant soldiers and famous explorers, have in their turn been guests at the Windsor.

Canadian
Bank of
Commerce.





Canadian
Pacific
Railway
Station.

Many distinguished people have been among its guests and many great public banquets held there. From its situation and the section of country largely served by the trains running to that station, the Place Viger is especially popular with French Canadian guest..

The Ritz people, with some local associates, have acquired property facing Phillips Square, and are to put up one of their great hotels; to be constructed and operated on the lines of the famous Ritz hotels of London, Paris and New York.

Montreal is well supplied with theatres. The oldest and most historic house is the Royal, the third of the same name which successively presented the best of that which came upon the American stage. Many famous people have trodden the boards of the present building.

Among others, Charles Dickens and Wilkie Collins, with the lady and gentlemen members of their party, presented an amateur performance of Mr. Collins's "Frozen Deep." The first performance was in private, but it was repeated in public, with professionals instead of amateurs in the lady roles. The late Charles W. Coudock, afterwards famous throughout America as "Dunstan Kirke," was present in Montreal at the time, and assisted the amateurs "back stage."

The Royal is now leased by the Sparrow Theatre and Amusement Company, and is used as the burlesque house.

Next in point of age is the Academy of Music, which was built to furnish the citizens of Montreal with a temple of Thespis more worthy the attractions which were coming, and more in keeping with the growth of the city.

This in turn was succeeded by His Majesty's as the house where the best class of attractions came. It is regarded as one of the best equipped and most comfortable of playhouses.

The Princess, the newest theatre, is a large, modern house, elaborately furnished and fitted. Here the attractions under the direction or management of the Shuberts are played.

Bennett's is a pretty and commodious house, devoted exclusively to the better class of vaudeville, which of late years has become very popular in Montreal; in the other large cities. Here are shown the same acts as are given at the Keith and Proctor theatres in New York and Boston.

The Francais is the largest of the Montreal theatres, but the site of another house of the same name, which was destroyed by fire. In this theatre, popular-priced attractions are given; but it is especially devoted to melodrama, and has a genuine "gallery," who enter into the spirit of the lurid offerings with a heartiness that makes Montreal a happy hunting ground for the melodrama company.

Besides these, there are theatres devoted entirely to French drama, houses where concerts, dramatic performances, lectures, etc., are given occasionally, and the inevitable "picture machine" theatres of the best class.

The hotel has recently been greatly enlarged and modernized, and further work of the same kind is now in progress.

The Place Viger Hotel faces one of the city's lovely parks, and is one of the Canadian Pacific Railway's famed hotels. It is combined with a passenger station.



Grand Trunk
Railway
Offices.

Sohmer Park is a huge garden and pavillion where vaudeville performances are given by some of the best European and American performers. It will accommodate an audience of eight or nine thousand, and is often packed.

In the far eastern suburb of Longue Pointe is another big amusement place, reached by the street car line, known as Dominion Park. It is devoted to shows after the style of Coney Island, and the audiences in attendance sometimes run up to forty thousand.

Toboggan slides, snow shoe tramps, sleigh driving and rink skating (including most exciting hockey matches), as well as numerous curling rinks, afford amusement in the winter, which is Montreal's gayest season. While there is abundance of material to make a visit to Montreal in the summer pleasant, and the heat is tempered by the running waters of the St. Lawrence and the Ottawa Rivers, Montreal is one of the brightest and most enjoyable winter cities in the world.

After the weather "settles down," there is as clear a blue sky as is to be seen on the Mediterranean, with ample snow, a bright unclouded sun, and crisp, frosty air, which all go to make everybody outdoors glad he is alive. There is no heavier clothing worn than will be seen in the average city of Europe or America where they have winter at all, and the absence of high winds, together with dryness of the air, makes even a cold snap not unpleasant.

Montreal indeed has a storied past of fascinating interest; but better still, a glorious present and a future of boundless possibilities.

Montreal
from
Mount Royal.





THE history of the Montreal Star is among the most interesting in Canada. Growing with the growth of Montreal, progressing with her progress, reaping the crop from the seed that she had sown, the Montreal Star has kept pace with the advancement of the Canadian metropolis. It was in 1869 that the Montreal Star rose above the newspaper horizon. It may have been accident, it may have been design, but the fact is beyond doubt that with the success of "Canada's Greatest Newspaper" has come Montreal's most pronounced advancement.

When the first issue of the Montreal Star came off the press, the Canadian Confederation was only two years old. Lord Monck was Governor General of the young Dominion, Sir John A. Macdonald, Premier, and Alexander Mackenzie was attaining prominence as the leader of the Opposition. What was Canada then? The four original provinces, Ontario and Quebec, with Nova Scotia and New Brunswick shy members of the new partnership, and far from sure how they would like it. Prince Edward Island still held aloof; British Columbia had not decided to come in, and the territory from which Manitoba, Saskatchewan and Alberta were made had not yet been purchased from the Hudson's Bay Company. A scattered settlement dotted the banks of the Red River, where the big city of Winnipeg now stands, and the vast territory known as Prince Rupert's Land was just being surrendered to the British Government to be disposed of to the new Dominion. The population of the four provinces of the new Canada was not quite three millions and a half, and the groups making up this total were cut off from each other. There was no land route whereby one province could connect with another except through a foreign country. The Intercolonial Railway had not been built. There was no railway to the West even planned, except in a vague, indefinite way. The only way to get into that vast western country, to which the whole world is now looking, was by those means of travel which had for generations been used by hunters and fur traders. The prairies of the great fertile West were as far from Montreal for all practical purposes as the heart of China is to-day.

This was the country in which and these were the conditions under which the Montreal Star entered upon its mission nearly half a century ago.

At that time Montreal had a population of 100,000; the civic revenue was \$800,000 and the assessed value of the property in the city was \$53,000,000. The city had no permanent pavements; the streets were dimly lighted at night by scattered gas lamps; horses

The Montreal Star's First Home.



hauled the street cars ; the only railway station was the old Bonaventure. There were suburbs, but they were only scattered villages. Our best streets were not adorned by any of those magnificent buildings which are to-day the pride of Montreal.

The Montreal Star, which first shone in January, 1869, was a paper consisting of four pages with six columns each, or twenty-four columns in all. Of these, fourteen were filled with reading matter and ten devoted to advertising. The news department consisted of about three columns of paragraphs, guiltless of previous acquaintance with the telegraphic service of the country such as it was in those days. Then there was one short dispatch from Ottawa and a few news clippings from the Canadian exchanges. The purely local or city news did not fill two columns.

Thus, the Montreal Star of 1869 ; limited in size and still more limited in the essential element of news ; but when compared with its contemporaries, an acceptable afternoon newspaper. The Montreal Star of today runs from sixteen to thirty-two pages, each page consisting of eight columns. There are twenty to thirty columns of telegrams, many of which are specials and cables, the exclusive property of the Star. Indeed the special telegrams of the Montreal Star to day occupy space enough to cover more than the entire Star of 1869.

Wherein lay the secret of the Montreal Star's success ? Why has it gone ahead while many of its contemporaries, and some very much its senior, have not attained similar prominence or equal commercial standing ? The Star was, from the start, one of the forces destined to develop Canada, and the paper grew with the country's growth. It inculcated a spirit of faith in the greatness of the Dominion, the vastness of its possibilities and the certainty of its future. Canada had its time of discouragement ; its period, even, of distress, and the press had its struggles in those days, too ; but the Star was ever among the factors for national progress, fighting against every discouragement. It certainly had its own time of vicissitude, but it kept its own troubles to itself and preached to others the doctrine of hope and strength and the ultimate greatness of Canada.

The Montreal Star has always espoused the cause of the people without being demagogic ; has always advocated the cause of honest politics in all parties, while preserving its independence and refusing to be the organ of any party. From the earliest days it came to be recognized as a force for reform which must be reckoned with.

From the beginning the Star has been a one cent paper, adhering to this in spite of the advice of all its comrades. To day, it has a circulation exceeding 71,000 in its daily edition and over 131,000 in its weekly edition. It is fully abreast of the times in equipment, being always among the first of the Canadian papers to try modern machinery.

The early homes of the Star are now among the buildings that were and are not. The first issue of the paper bears date, January 16, 1869. The name of the paper has slightly changed, for during the earlier years of its career it was known as The Evening Star.

The notice of publication announced that the business office was at 64 St. James street, and that the editorial rooms were at 9 Ste. Therese street. These editorial rooms were tucked away in Ste. Therese street, which runs between St. Vincent and St. Gabriel streets, below Notre Dame. There is now the rear entrance of a job printing establishment on that street, as well as

The Montreal Star's Second Building.





View of the
General
Business Office

the office of a French weekly ; but the number of the Star's old editorial rooms is no longer in the directory.

In 1870, the second year of the Star's existence, occurred the Franco-Prussian war, and the young newspaper made special efforts to supply the Montreal public with the latest news of the conflict.

A forenoon edition was issued, which appeared on the street at 10 o'clock, and an extra was issued when circumstances justified it.

Its news service was at that time considered excellent ; yet how meagre it was, compared with the cable news of the present day. In the recent Russo-Japanese War a little skirmish was described in the columns of the Star more fully than were to be found, forty years ago, the report of a great battle in which the surrender of an entire army was a feature.

In April, 1870, the business office of the Star was moved from 64 St. James street to 89 Little St. James street, and in August, it was moved to 91 St. James street. Here it remained for about four years.

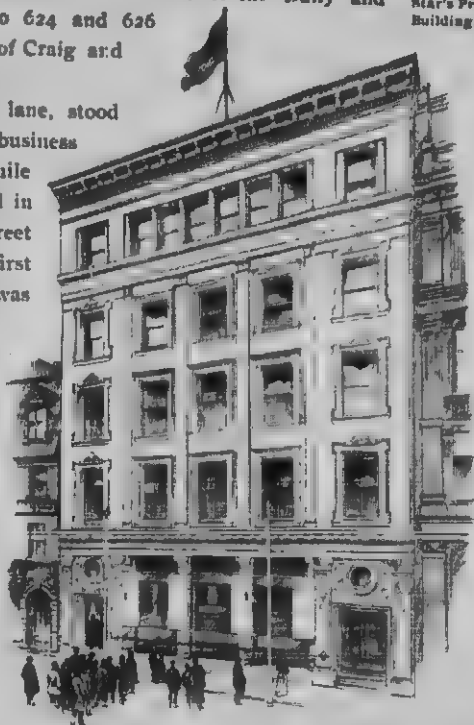
On April 22, 1874, the announcement was made that the office of the Daily and Weekly Star had been removed from 91 St. James to 624 and 626 Craig street. This office was on the southwest corner of Craig and St. George streets.

Just in the rear, and extending to Fortification lane, stood a building known as the Racquet Court. The business office occupied the corner, facing on Craig street, while the editorial and mechanical departments were located in the building occupying the corner of St. George street and Fortification lane. It was from here that the first system of delivery to news-dealers throughout the city was inaugurated, in 1877.

Eventually, the Racquet Court was purchased and the building demolished, to make room for the large structure on the same site, which was for years occupied as the editorial and mechanical departments of the Star, and the basement of which is still used as the engine room for the present power plant ; being connected by a tunnel with the basement of the present Star Building.

On June 12, 1880, the advertising and subscription

The Montreal
Star's Present
Building.



At present
and
Elevator



offices were removed to 138 St. James street, in what was then the Barron block, which stood directly opposite the present Montreal Star building.

While the construction work on the new Star editorial and mechanical building on the site of the Racquet Court was in progress, the departments were temporarily removed to quarters in the Lovell Block, St. Nicholas street.

In the meantime, the Dawson block was purchased for a business office. It was on the site of the present Star Building on St. James street, and was at one time the site of Montreal's Post Office. (The new Star Building covers what was the Old Bishop as well as the Dawson block.)

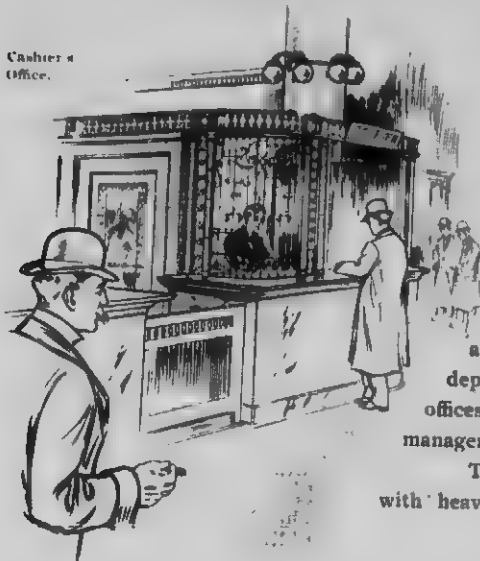
The building on the site of the Racquet Court and the offices on St. James street were connected by a covered bridge across Fortification lane, as is the case between the old and the new building at present.

The premises were occupied, as described, from November, 1886, till 1900; when the present building was constructed to accommodate the increasing demands of the growing business of the Montreal Star.

The Making Of a Great Paper.

In a vague sort of way many people now know something of how a paper is made, but few know what a vast army of people, with the different division commanders; what hundreds of thousands of dollars worth of material and machinery; what a stupendous organization all go to produce the great modern newspaper. Railways, the best and greatest of them, may have trains behind time, and often do; steamships may be late, but for a great newspaper to be off its exact schedule is a crime.

Cashier's
Office.

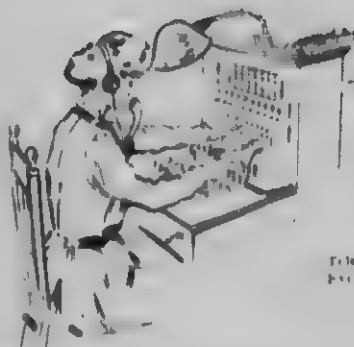


Let us enter the office of the Montreal Star. The business office occupies the ground floor and is slightly raised above the level of St. James street. Two entrances open upon St. James street, besides rear entrances on Fortification lane and St. George street. Each of the front entrances has a vestibule with double sets of carved oak doors with plate glass panels and bronze fittings. Along each side of the office, for about half its depth, are counters, and behind these are arranged the departments with which the general public are thrown in direct contact daily, such as the circulation department of the Daily and also of the Family Herald and Weekly Star; the advertising department; the cashier's department, etc. Beyond are the offices of the accountant and auditor and the offices of the general management.

The floor is of mosaic, the counters of Pavanazzo marble, with heavy quartered oak tops. The two entrance vestibules are

paneled in the same beautiful Italian marble as used in the counters, also used in the panels of the staircase.

The vestibule light, over the ground floor, is of art and stained glass, the panels representing the different stages in the printing art. First, one is shown manuscripts being carefully copied and illuminated by hand; then engraving on stone; then the Caxton press, the first type of machine used for printing; and last the modern rotary press. The dome is sixteen feet in diameter, and above it a huge air and light shaft extends to the roof.



Telephone exchange

The partitions of the business offices and, indeed, throughout the building are quartered oak, fireproofed by a special process, and with upper panels of fancy frosted glass. The stair cases are of wrought and ornamental iron with grey McMullen Tennessee marble treads.

The electric light fixtures are of old brass, with clusters of lights in the ceiling and around the capitals of the pillars. The elevators are enclosed with bronze grill work, carried through each story to the top of the building. The lavatories have mosaic floors, with marble partitions and silver-plated fittings.

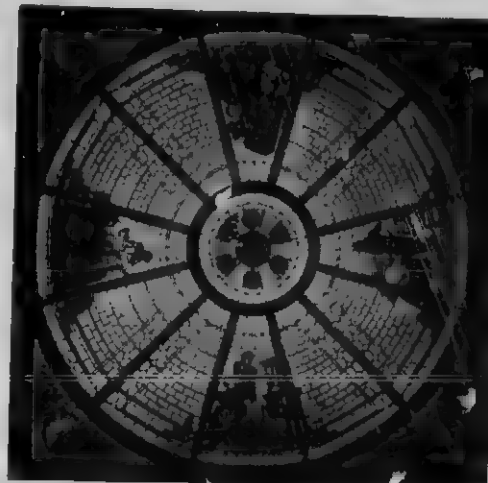
The business office is fitted with the most up-to-date system and equipment known. There is the most complete and constant auditing. The loose leaf ledger and card system are generally used, and computing is done by the very best adding and computing machines known to science. In short, the business department is fitted with every appliance for doing work thoroughly and rapidly, the object to be attained being to complete each day the work belonging to that day.

It may surprise readers to know how a newspaper office keeps the run of such an immense number of subscribers as are on the books of the Daily Star and Family Herald and Weekly Star. The latter is believed to have the largest list of individual subscribers of any weekly on the American continent. It is not for sale anywhere and goes directly "from maker to consumer" in the truest sense of the word. The Star reaches 97 per cent. of the English post offices in Canada, besides most of those in Newfoundland.

To handle such mails would be beyond the capacity of the post office, if left to their staffs to sort. Therefore, the Star does its own sorting, and makes up its own mails in mailing rooms such as most city post offices would be glad to have. Not ten per cent. of the enormous weekly circulation has to be handled by the post office. Indeed, so thoroughly is the Dominion covered, that the Star is obliged to make up distributions between railway points for which the Montreal post office, in ordinary daily mails, does not have enough matter to make up bags. For instance, in Ontario the Star has 65 railway distributions, and west of Winnipeg has 98. Besides these there are direct bags made up for every town of any size. There are 130 such bags sent to Ontario, and 80 west of Winnipeg. The same relative condition of affairs will be found in the other provinces.

Before all this successful handling of an enormous circulation was brought to the smoothness with which it is now done, the Star's circulation department had

Stained Glass Dome in the Business Office





Telephone
Went Art.
Operators.

evolved what they believe to be a perfect system of recording subscribers and distribution. Some idea of how just this claim is, may be gathered from the fact that in looking over a mailing list of over 130,000 names, one may select any single name, and in less than one minute any subscription clerk can produce the original money letter ordering the subscription.

The system of mailing papers is such that within five minutes any clerk can be put into the sorting racks and taught to sort the papers into their proper railway distribution, whether familiar with the country or not. This invention, while very simple, would seem a little complicated in description. It has attracted the attention of the largest American papers, the publishers of which have sent members of their staff here to study it.

No other newspaper in the world holds as large a percentage of readers from year to year, as the Daily and Weekly Star. They have had many continuous readers for over thirty years. At the present time a separate staff of clerks is employed to handle the order mail of the Montreal Star, some three thousand money letters a day being received.

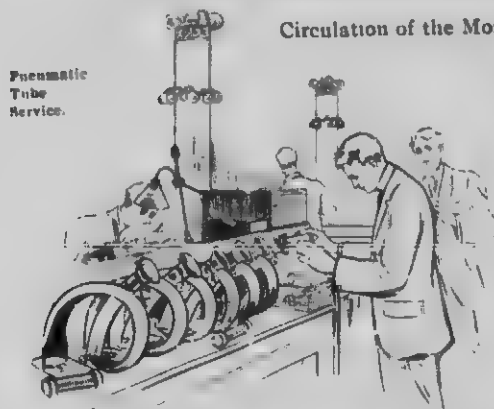
The circulation of the Daily Star in the city and suburbs of Montreal is entirely by sales. The newdealers send their orders in in advance, and the newsboys go to the petty cash counter and buy metal checks or coins, redeemable in papers at the wholesale price at the circulation counter in the basement. Before the press starts the management know approximately how many papers are required. Notwithstanding the great sale in the city, greater than that of all the other English-speaking papers in the province combined, it frequently happens that not a Star can be purchased an hour after the presses have stopped running.

As an illustration of how thoroughly the Star covers the city, it may be mentioned that an expert circulation promoter arrived in Montreal with a scheme which was ingenious and had been successfully worked in many large cities in the United States. He was told by the Star that it would not be practical here, as it would take too much time to find families not already reached by the ordinary sales methods of the paper. To test the matter, this expert went out and worked for several hours and failed to find one household which did not already read the Star. He then gave up and acknowledged that the Montreal Star was certainly in a class by itself. No newspaper in the world, in his opinion, covered its territory as completely as the Star did.

The circulation books, mailing lists and any information desired, are always at the disposal of anyone wishing to do business with the Star. They can at a moment's notice show just what their circulation is in any city, town or village anywhere, and have always done so. Some comparisons showing the growth of circulation may be gathered from the following table for a week in 1879, contrasted with a week in 1909 :

Circulation of the Montreal Daily Star for the week ending November 20, 1879 :

Monday.....	14,613	
Tuesday.....	14,773	
Wednesday.....	14,764	
Thursday.....	14,557	
Friday.....	14,477	
Saturday.....	14,900	88,086
Daily average.....		14,514



Pneumatic
Tube
Service.

Circulation of the Daily Star for week ending December 18th, 1909.

Monday	70,137	
Tuesday.....	70,137	
Wednesday.....	70,136	
Thursday.....	70,148	
Friday.....	70,198	
Saturday	75,811	436,607
Daily average.....		71,101

This remarkable increase in thirty years gives some index to the growth of Montreal in that period. The Star's rise has not been spasmodic. The figures given above show that a marked feature is the steadiness, thirty years ago and today; there has been but a trifling difference between one day in the week and another. The growth has simply been gradual; as the city has grown, so has the circulation of the Star increased.

The
Advertising
Department.

The Star is perhaps the one Colonial paper which is thoroughly Imperial in its scope. Having thoroughly covered Canada, it invaded England, and now has a London office with a trained staff, furnishing an up-to-date bureau of information on all Canadian subjects. Branch offices are also to be found in Paris for European business, and in several of the large centres of Canada and the United States, such as New York and Chicago, Toronto and Winnipeg.

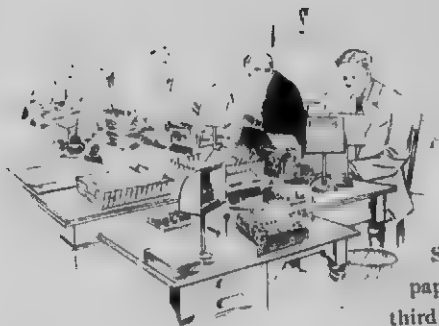
The great strength of the Star as an advertising medium is its covering quality. It has been generally conceded, that in no other way can an advertiser cover any given territory in any part of Canada as by using the columns of the Montreal Star and the Family Herald and Weekly Star.

An illustration of one of many that could be furnished, is given as to the utility of the Daily as a medium for the city of Montreal. A leading merchant of this city wanted to find out for himself the exact circulation of the Star, compared with that of other newspapers. He questioned a newsboy who came into his store regularly every day, and found that he sold fifty-five dozen Stars, while his largest sales of any other paper only reached five and one-half dozen per day.

In another case: the head of one of the leading manufacturing houses in Canada, whose line is such as to call for a high class of mechanics, was urged for personal reasons to divide his advertising with another local paper. This led him to look into the actual circulation of the respective papers in his own way. He went among his own employes and enquired. He found that of eighty-four householders, there were only six who did not read the Star regularly. In addition



The
Montreal
Star Office,
London,
England.



Telegraph
Room

to the Star, he found that fourteen of them read one of the other local papers, eight had another as a second choice, and six had a third one. He saw that he was but duplicating his advertising as he went beyond the Montreal Star.

In another case: an advertiser used five papers in Montreal for an advertisement which called for replies, as it was a competition. He had 550 city answers from the Star, 270 from one French paper, 230 from another French paper, eight from another English paper, and none at all from a third English paper.

These illustrations are from hundreds of letters from the city of Montreal and from all parts of Canada, the United States, the United Kingdom and Continental Europe. They show the actual result-producing character of advertising in the Star. That has been the keynote of the Montreal Star's success as an advertising medium—it produces results.

This has unquestionably been greatly helped by the high standard insisted upon. The Star will not accept objectionable advertising at any price. The amount that is in this way refused—the money offered for advertising which the Star's advertising department regard as not suitable for its columns—is largely in excess of what many Canadian papers receive as their total advertising returns.

An entire floor is devoted in the Star building to the advertising and advertising promotion department. Complete files of books, magazines, and periodicals of all kinds, dealing with advertising in general, and the special kinds of advertising used by different business concerns, are carefully kept.

Clippings of every kind bearing on advertising, the experience of others; the circulars dealing with new or proposed establishments or industries which should become advertisers—all these are carefully perused and noted.

An office staff of advertising editors of wide experience is constantly at work. Special artists are engaged to prepare suggestions for those who wish to have designs made for them, for illustrated advertising.

The want advertisement department is the great medium, not alone of the city of Montreal, but of the province and the Dominion. It is a household and mercantile necessity. The Star carries many times more want advertisements than all the other English papers in Montreal combined. It has opened a system of branch offices in various districts reaching to the city limits, for the public convenience and in response to popular demand.

The advertising department on the ground floor is a busy scene. It is in charge of a competent corps of trained officials, who keep track of all the immense volume of advertising from all parts of Canada, the United States, Great Britain and Europe.

For the convenience of the public, the Montreal Star has an Uptown Branch Office at the corner of Peel and St. Catherine streets, which by telegraph, telephone and special messenger service is kept in constant touch with the head office on St. James street. At this "branch" advertisements

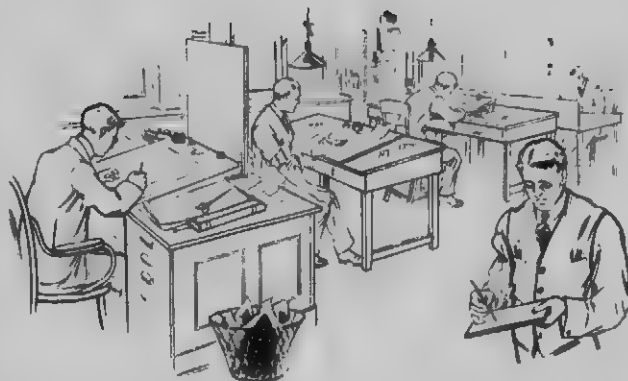
City Editor
and
Local Room



are received, information of all kinds furnished the public, and the service is of a character which has been marked by much public appreciation. Duplicates of the Montreal Star's daily bulletins are displayed at the Uptown Branch.

The safe, clean, reliable character of the Star's columns, and its business-like methods have won for it the appreciation, confidence and approval of all who have the moral welfare of the community at heart.

A cordial invitation is constantly extended to all to visit the Montreal Star Building, see a modern plant in operation and investigate the circulation books and records. A visitor who saw this plant, and realized from personal observation what it meant, said that it bore the strongest testimony to the Star's large and rapidly growing circulation and well-merited advertising patronage.



Artists' Room

Editorial Department.

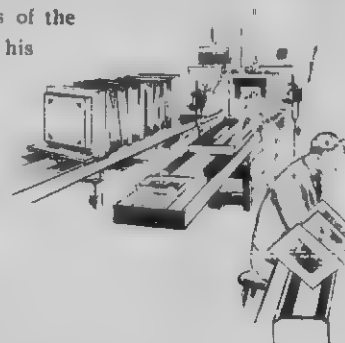
The editorial department occupies the third floor and will be immediately extended to the second. In the front is the office of the managing editor, with the offices of the assistant managing editor and the editorial writers' room on each side and connecting by doors, so that consultations can be had and instructions given without delay. The centre of the building is occupied by the city editor and his staff, the news editor and his assistants, the sporting editor and staff, the financial editor, the commercial editor, the exchange editor, the Saturday editor, the personal and society editors, the dramatic editor and others of the sub-editorial staff.

There is a telegraph office in the news department, in which operators for the different wires are seated at their keys taking direct special telegrams, cables, etc., from the Montreal Star's correspondents in all parts of the world.

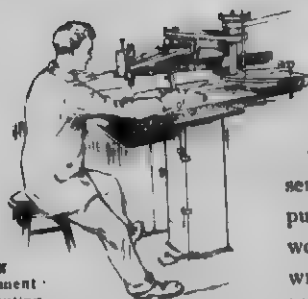
The news editor, by means of this telegraph department, is in constant communication with his immense staff of correspondents, covering every known source of news outside of the city of Montreal. He receives reports from the Star's special offices in London, Paris, New York, Chicago, and San Francisco, as well as from the Toronto office and the permanent corps of special staff correspondents in Ottawa. Besides these he has brief epitomies of news events as fast as they happen from the thousands of special correspondents. With these before him he orders "stories" of such length as the importance of the news seems to warrant. Long in advance, he arranges by wire to have matters of public interest covered. As the news comes in the sheets are passed from the typewriters of the telegraph operators to the desk of the news editor, and he and his assistants edit the "copy," put suitable headings on it and send it to the composing room.

The city editor and his assistants take charge of all local news, with a corps of reporters covering all such routine assignments as the police and recorder's courts, the civil courts, the City Hall, the hospitals, the morgue, the fires, the hotels, the

Editing
Department
The Cameras



Riching
Department
The Routing
Machine.



railways, the "street," etc. Then specialists in various lines are given special assignments to watch developments of certain events, follow up special stories, investigate criminal and others matters. Sometimes days and even weeks are employed and the services of several experienced men engaged in nothing else, before the public learn of some event which, without the efforts of the Star, they would never know of. Each reporter has his own desk and typewriter, but all work under the immediate direction of the city editor or his assistants.

The exchange editor's department is supplied with the leading papers from all over the world. These are carefully gone over and clippings furnished to all other departments, conveying to them suggestions from which news may be obtained, or notifying them of events to come, showing what people in other places are doing. Editorial comments, and matters which might be made subject of editorial reference in the Star, are sent to the managing editor. In short, the exchange editor's department is that which reads what the rest of the world is saying and presents it to the paper in a daily digest. The exchange editor also supervises the reference library, which embraces all the most reliable and latest works of reference.

One of the most important departments and one which increases in volume and in value every year is the "Reservoir." This is the Montreal Star's clipping, index and reference department. This is a constantly growing encyclopedia of information.

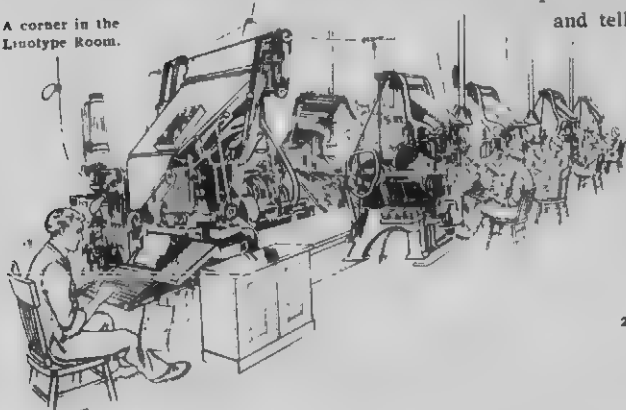
In the latest type of filing cabinets are thousands and thousands of clippings from newspapers, magazines, etc., conveying the latest obtainable information on every conceivable subject. These cabinets are all card indexed, and in a moment an envelope containing facts and figures about anything is available.

The department is in charge of one of the most methodical and experienced editors. It not only embraces clippings, but printed pictures, photographs of men, buildings and places, and carefully prepared sketches of prominent people in every quarter of the globe, ready for instant use.

Column after column of matter is set up, proved and the matter laid away in locked cupboards, the proofs being filed in the "Reservoir" ready for instant use. This is in case of important events which it is known will happen, or of important people whose death would warrant the issuing of an extra.

The news editor receives notification over the wire that Japan has declared war against Russia. He notifies the "Reservoir" editor, who at once "releases" pages of matter on both countries, including illustrations, story of the events leading up to the war, brought up to the very latest date. Thus a few minutes after the announcement of the important event has been received, the public are reading a Star extra giving them the news and telling them what it is all about.

A corner in the
Linotype Room.



Again, a prominent man, one of the busy city men of affairs, is suddenly stricken down the midst of his life of activity. The city editor notifies the "Reservoir" and in a few minutes there is in hand a complete biography of the deceased, accompanied by his portrait. The Star's "Reservoir" is one of the most complete departments of the kind in America.

The Family Herald and Weekly Star.

The weekly staff occupy offices by themselves. With a separate editor-in-chief and assistants, the weekly is a distinct publication and is in reality a combination of three publications. It is a family magazine of the highest class, an agricultural journal of recognized authority, and a newspaper whose reports are at once comprehensive and trustworthy. In each of these different fields it stands supreme, a fact which is evidenced by the host of admirers to whom its weekly visit is a source of never-failing delight.

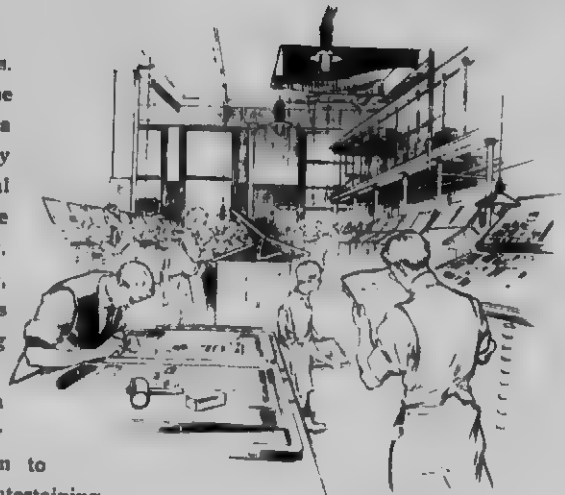
The magazine section offers to its readers a wealth and variety of matter not to be found in any similar publication. The greatest care is taken to present articles which are timely, instructive and entertaining.

Whatever of the world's progress is of human interest; the measures taken to overcome sickness or disease; the great schemes of philanthropists to alleviate the sufferings of the poor; the romantic development of human flight; the marvellous advance in modern transportation; the Titanic feats of modern engineering—whatever big things are done at home or abroad are told by writers who have a right to speak with authority on the subjects assigned to them.

The Family Herald's staff artists embellish these articles with appropriate illustrations which are practicable, and no effort or expense is spared to make the magazine section a source of instruction and entertainment within the family circle.

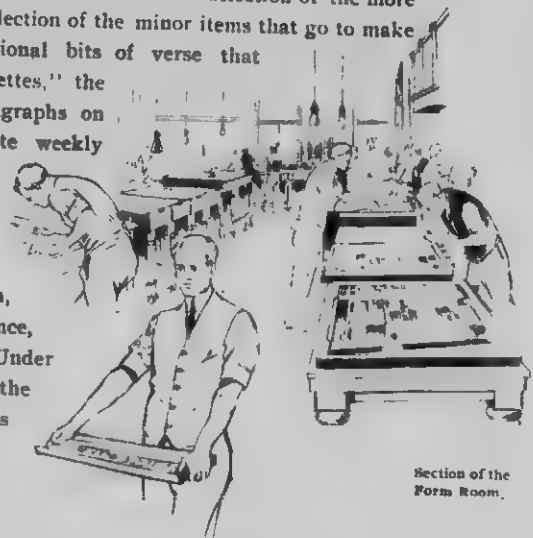
The same scrupulous care that is exercised in the selection of the more important articles is given to the selection of the minor items that go to make up the great newspaper—the occasional bits of verse that grace its columns, the deliciously refreshing "storiettes," the scraps of humor, and the hundred and one paragraphs on various subjects that go to round out a complete weekly magazine.

Among the principal departments which go to make up this interesting weekly are the House-keeping and Home-making department, Women in Council, Needle work, Little Men and Little Women, the Camera Club, the Quiet Hour, Nature and Science, Answers to Questions, and the Teachers' Column. Under the head of Old Favorites are given many of the songs we used to hear about. Primrose at Home is a feature which brings readers into contact with each other.

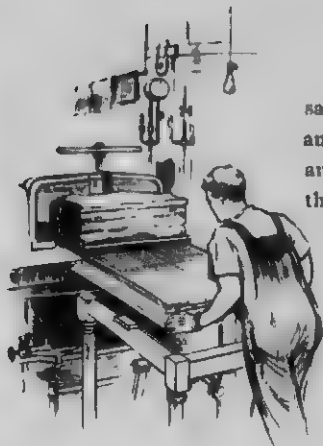


A view of
the Composing
Room.

Printers
"Devil".



Section of the
Form Room.



Matrix
Baking Press

The Mineral department furnishes expert information on mineral samples submitted. Masterpieces of the World's Literature, and Historical and Biographical departments indicate what they furnish. The Medical and Legal departments give free advice prepared by able men in their callings.

As an agricultural paper the Family Herald and Weekly Star stands unrivalled, having a corps of expert writers on all subjects pertaining to the farm and garden.

The number of agricultural enquiries received every week runs into the hundreds and to deal with this vast number of questions a strong staff of specialists, each an authority on his own subject, has been secured.

The News Section constitutes a complete and accurate history of the week's happenings throughout the world. No event of importance transpiring in any quarter of the globe is more than a few hours old before an account of its origin and progress is in type in the composing room of the Family Herald and Weekly Star.

The news of the various provinces; the news of the whole Dominion; the news of the American continent; the news of Europe, Asia, Africa and Australia—all is gathered week by week for the readers of the Family Herald and Weekly Star

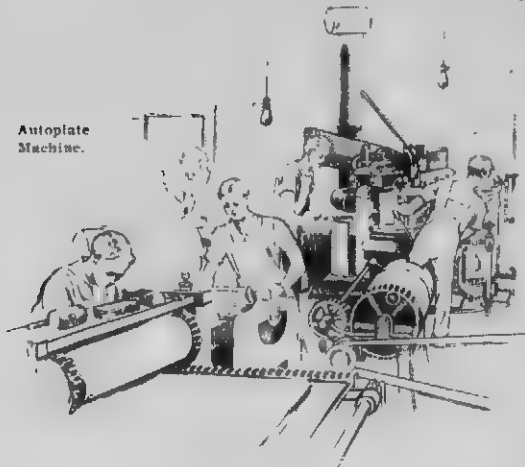
The Illustrating Department.

Perhaps one of the most interesting features of the making of a modern paper, and one which is less understood by the public generally, is the means of illustrating; how pictures are made by the help of the sun and chemicals, instead of by the old-fashioned, laborious engraving of wood by hand. A picture illustrating some important piece of news appears in the paper within an hour of the time when the event happened. By the old method this could not have been done inside of several days or a week, according to the size of the picture.

In the artists' department is employed a competent staff of cartoonists, "black and white" artists and expert photographers. Their drawings, or photographs, are usually made much larger than the picture to appear in the paper so that the photographic reproduction, from which the engraving is made, shall have strong lines, essential in newspaper illustrating where the papers are printed on fast presses.

Wet plate photography is used for making the working plates from both drawings and photographs. A battery of large reproducing cameras, with powerful arc lights, does the first, or actual work of reproduction, the size being regulated with the most microscopic accuracy by moving the camera on a rail nearer or

Autoplate
Machine.



The
Matrix.

farther from the drawing. The negative resulting is vastly different from that produced by the studio photographer. It is a thick, black piece of glass through which the lines of the drawing, if that be the subject offered for reproduction, shine in transparent white. If a photograph, or a wash drawing, is being reproduced for a "half tone," the picture is made by photographing through a screen making a multitude of fine dots, placed very closely together. These dots make the picture. A close study of even the finest half tone print will show these dots.



"Campbell"
Press.

The negative thus obtained is stripped from its glass backing and reversed on a piece of heavy plate glass. A piece of polished zinc—made sensitive to light by being covered with a chromic solution in a dark room and dried—is then placed in printing contact with the reversed negative. After a regulated exposure to the light, the zinc plate is carried into a dark room and rolled over with a coating of etching ink. Water applied with a soft tuft of cotton brings the surplus ink from the plate, leaving the half tone or drawing clearly shown in black on the bright metal.



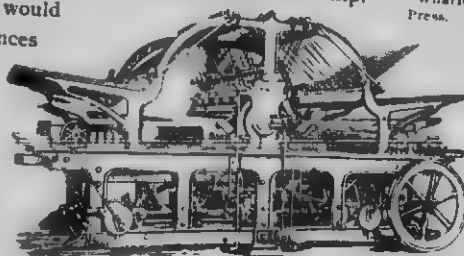
Curved
Stereotype
Plate.

The next step in the process consists in covering the plate with a finely powdered red resin, known as dragon's blood. By brushing the plate off with a soft badger hair brush, the powder adheres only to the black dots or lines. The plate is then heated, melting the resinous substance till the picture is shown on the metal in a redish brown enamel, which is impervious to acid. The plate is dipped into a bath of dilute nitric acid, which slowly eats away the metal between the lines or dots, until the requisite depth of etching has been attained.

In the case of a half tone, the plate may now be ready to mount for the printer, but in the case of line drawings, it is desirable to cut deeper still the superfluous spaces which are to show white when printing. This is done by a most ingenious device called the router, a sort of drill rotating at high speed by electric power. Other machines are used to saw away unnecessary metal, to mount the plates on metal blocks, and to make them the exact height desired, a shade over type high. Then the block, or cut as it is called, is ready to be placed in the form.

The Composing Room.

The composing room, while in general dealing with a phase of the printer's art better known to the public than many other branches, has grown out of recognition in a big, modern newspaper office. The trained printer of twenty years ago, who had retired and not kept in touch with the trade, would be as helpless now as a husbandman in the engine room of a battleship. Even those who returned after ten years' absence would find their eyes sticking out to see the marvellous advances which have been made. Results are now produced in a moment which formerly took much valuable time. Rules, leads, slugs, borders—those expensive mysteries of the art preservative, which were once so neatly kept in "labor-



"Wharfedale"
Press.



"Prestonian"
Press.

saving " lengths in cabinets, in neat offices, and all over the place in the average printery of the past—are practically no longer used in a newspaper office. New material of that character is cast daily, and cut to fit on the spot, going into the melting pot after, perhaps, only being used once.

Once it was a trial of skill to set up an advertisement, or a news paragraph in a border. The bits of metal were pieced together around the loose hand-set type, and often wads of papier mache made by the ready means of chewing a bit of news print and ramming it in, were used to hold it together, after the cord was taken off. Now the whole thing, type, border and all, is set on the same machine. If it should happen to fall on the floor, it can be picked up and put together again in less time than it would take to set half a line in the old way.

Hand type-setting is still found useful for the larger lines of advertisements, and parts of large headings. Here again, however, there is an innovation of the most important character. Formerly the larger and special fonts of type were used over and over again for years. There are printing offices today which have in use fonts of type purchased twenty-five or thirty years ago; for many purposes, still serviceable.

In the modern newspaper office this will not do. The reading matter is set in new lines, cast every day. The contrast between this face and advertisements set up in worn type would look bad indeed. Yet to be constantly buying new advertising letters would be an expense and what is more important a loss of time. Here again machinery stepped in. The office has its own type-casting machine. It is automatic, operated as all the machinery in the Star office is, by an independent electric motor. Moulds or matrices for all sizes of type can be inserted in a minute. The machine, under the eye of an intelligent operator, runs all day long, turning out new type, from the smallest in use to the largest advertising letters.

The old time-blackened type of the past is no longer to be seen. The cars are filled with new metal, glistening like burnished silver. Long before the type has time to even become tarnished, it goes back to the melting pot to renew its youth. The same machine also casts ornaments, corner pieces, and the numerous other specialties, which go to make attractive the advertising pages of the newspaper of today.

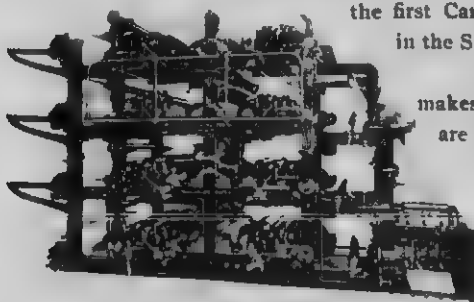
Another interesting automatic machine is that which casts the leads and rules of all sizes and kinds. Artists all over the world are constantly designing something new in the way of attractive rules or borders. The designs are engraved and moulds made from them sent out to leading publishing houses. These are put into the casting machine and in a moment this ingenious contrivance is automatically turning out rules and borders by the yard. Again an operator sits at the machine and merely changes the moulds when necessary. The machine does the rest.

The Star was about the first paper in Canada to try out the type bar casting machines, to take the place of hand type-setting for reading matter. Some twenty-odd years ago a battery of the first Canadian-made machines for casting a type line was installed in the Star composing room.

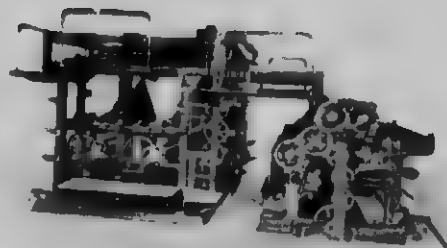
These in turn were succeeded by a second. Both of these makes, with the improvements experience showed to be necessary, are still manufactured and used in Canada and elsewhere.

The Star decided, however, upon putting in a battery of Mergenthaler linotypes. This was the first,

Four-deck
"Goss" Press.



and is now, in the large offices of the world, the most generally used line-casting machine. It was the invention of Otto Mergenthaler. Over thirty years ago, these machines were in use in the office of the New York Tribune, and the general principle remains that of the original inventor. That in use today, however, represents improvements as to details, covered by upwards of a hundred patents.



"Hoe"
Quadruple
Press.

The linotype has a key-board like a typewriter, at which the operator sits and "pounds the ivories." The touching of the key delivers into the proper place a brass matrix of the letter desired. When the line is completed, a stream of molten type metal is pumped into the mould and the line cast. The matrices are automatically picked up and redistributed to their proper channels ready to be used over again. It is a wonderful invention, and really seems like a machine that can think. It is doubtful if there is a more complete sample of automata in the world than the linotype.

The reading matter and advertisements, after being proved and corrected, are made up into forms of single pages. Each sub-editor usually superintends the making up of his page or pages. The editor-in-chief, or one of his assistants, sees that the editorial page is properly made up. The sporting editor watches his page. The news editor, financial editor and commercial editor each sees to his department. The city editor and his assistants watch the making up of the other pages, particularly the first page and last edition pages, on which the latest and most important news is usually placed.

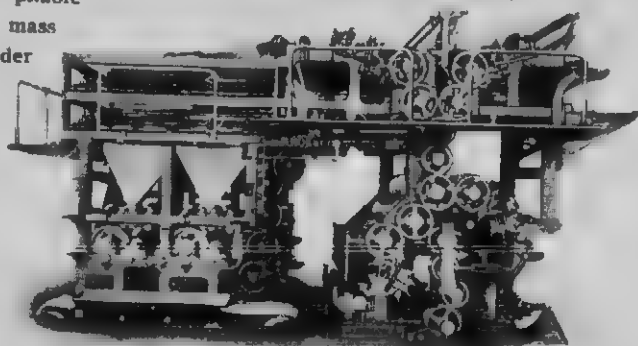
When a page is completed, the form is locked up by a turn of a screw, and the metal table bearing it is run on its own wheels to the stereotyping room.

In the Star composing room there are upwards of a hundred employees, many of whom have been with the paper for twenty or thirty years, and some since the first issue of the Star appeared. They have seen all the changes and have grown from youth to maturity in the service, until they are indeed part of the establishment.

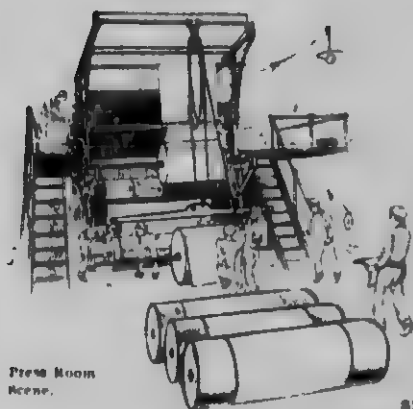
Besides all the other plant, machinery and appliances, the Star composing department has twenty-four linotypes, including the latest patterns.

The Stereotyping Department.

The stereotyping department is adjoining the composing room, connected by fire-proof doors. The carriage tables bearing the forms having been wheeled into the stereotyping room, the type is covered with a wet, pliable mass of thin paper and paste. This mass being forced down upon the form under pressure and the great heat of a steam table, an exact, sharply-cut impression is made of the entire page. This impression, or mould, has about the weight and consistency of heavy cardboard, once it is made and dried. It is this matrix which



"Hoe"
Hexuple
Press.



Press Room
Scene.

is to be fed into the hungry maws of the autoplate, one of the most important modern inventions in the printing trade.

Once the matrix is made, there is no further use for the type form, and it is rolled back to the composing room to be distributed.

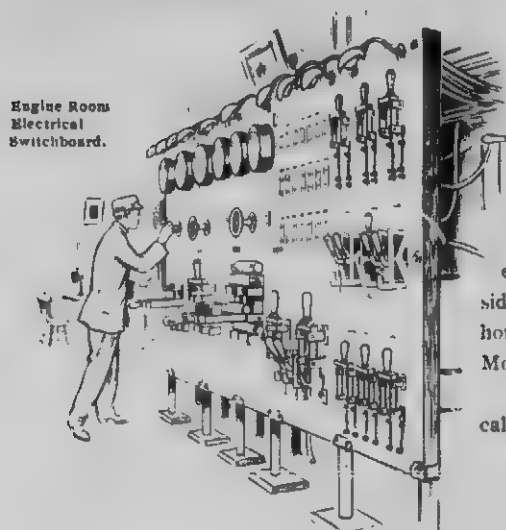
The autoplate is the connecting link between the advanced linotypes of the composing room and the marvellous machinery of the press room. Before its invention and adaptation to newspaper work, the manual labor of stereotyping was irksome and slow. It was the long wait and drag between the hustle of the editorial and composing rooms and getting the presses started. It was the department which wasted much of the time economy of the other departments.

The arrival of the autoplate bridges the space between the composing room and the press rooms, and makes a complete chain of machines from the typewriters in the editorial rooms to the moment the paper is delivered on the street.

The paper matrix is placed in the casting mechanism at one end of the autoplate. The operator, by pressing the electric control button, starts the machine casting. This process is continued until the required number of plates is made and they are sent to the finishing devices. Then the matrix is removed and another is inserted. During the operation of the machine the matrix is cared for automatically. Once inserted and secured it requires no further attention until the full quota of plates has been cast. As many as one hundred casts can be made from a single matrix.

From the casting mechanism, the plates go automatically through the various finishing operations and then are sent to the press rooms by a special elevator, entirely distinct from the passenger and freight elevators. The finishing consists in shaving the interior of the casts, in leveling the ends, and in dressing the sides of each close up to the type matter. The plates are now in the press room. This most interesting department will be described in a section by itself.

The Development of a Press Room.



Engine Room
Electrical
Switchboard.

A comparison of the presses of today with that on which the Montreal Star was printed in 1869 gives, in a striking way, the development of the paper and the growth of the public demands, as well as the enlarged possibilities of mechanical contrivances of the age.

The press from which was issued the Montreal Star of 1869 would today be considered a fair machine for a country weekly. It was capable of delivering eight hundred four-page papers an hour printed on one side only. Such a press would require to be run ten hours a day for over forty days to get out one edition of the Montreal Star now.

This first press was driven by a small hot air, or caloric, engine. This often grew cold and sulked. Then

members of the staff would take off their coats and help to turn off the edition by hand.

There was even a time when the vicissitudes of getting out the paper were such that a horse motor, such as can still be seen on farms or small wood yards, was temporarily used.

The second press, rendered necessary by the now growing circulation, was capable of delivering 1,200 complete four-page papers an hour. It was what was known as an English Wharfedale. In this, a boy fed the paper in flat sheets, when it was printed on one side. Then the forms were changed, the paper reversed and the other side printed. This press had a capacity of 1,200 complete four-page papers an hour.

By this time, however, the circulation of the Star had so increased that it was necessary to take a step in advance of anything then thought of by any other Canadian paper. The future was promising, the Montreal Star had "come to stay."

On March 18, 1875, the first web printing machine ever seen in Canada was started at work in the Star press room. This was also an English press and was called the "Prestonian."

All the oldest printers of Montreal were present to see it start, and, for months after, printers from all over Canada who could manage to come to Montreal on a visit dropped in to see the wonder.

It delivered 8,500 four-page papers (printed on both sides) per hour. The printing was done from type, the forms being "turtles," the type round the cylinder of the press. It was automatic, and did good work for its day and generation, and there are many daily papers in Canada today that would be glad to have such a press as the Montreal Star's "Prestonian" of thirty-odd years ago.

The circulation would keep on growing, however. Advanced as that press was, it would have to be worked for nearly five ten-hour days to get out the present edition of the Star. It soon became necessary to seek something with greater capacity than the "Prestonian."

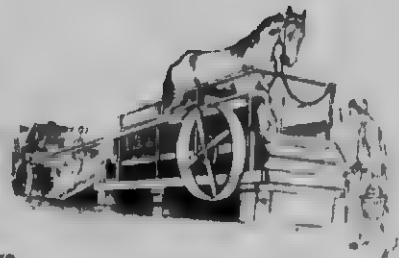
In 1886, the Scott perfecting presses were put in. These printed from stereotype plates, so that more than one press could be used to print the same paper. A second Scott was put in, and each had a capacity of 22,000 per hour of the Star, as issued in 1886.

Still the press room called for more. A Goss press of the latest pattern and highest speed was added to the outfit. The stereotype plates were cast in triplicate and the Star press room had a capacity of 72,000 an hour for eight-page papers.

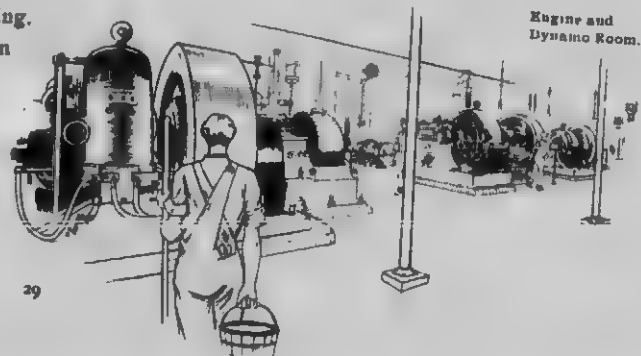
Then came the Hoe press, known as the Quadruple Perfecting Machines, which printed and delivered folded, ready for the carriers, eight-page papers at the rate of 48,000 an hour, or ten to sixteen-page papers at the rate of 24,000 an hour.

The first of these presses had been made for the New York World, in 1887. Ten years ago, duplicates of them were installed in the press room of the new Montreal Star Building.

Now we come to the last word on the Montreal Star's presses. The three additions to the plant of the Star press room, now in operation, are known as the Sextuple Perfecting Machines. They are also from the press works of R. Hoe & Co., New York and London.



The Star's First Power Plant.



Engine and Dynamo Room.

Marvellous pieces of mechanism they certainly are. The first one of the kind, which was made for the New York Herald, in 1891, took eighteen months to construct. The monster machines are composed of about sixteen thousand pieces each.

The consumption of white paper is so astounding that even the imagination grows tired and sits down to catch its breath. Each is fed from three rolls of paper, each more than four miles long.



Delivery Cart.

When it settles down to swallow up paper, it will consume twenty-six miles of this paper, or to make the matter more significant, it will use up fifty-two miles of paper the ordinary width of the Star every sixty minutes.

They could each print and fold 90,000 four-page Stars in an hour. Think of it, 90,000 per hour means 1,500 copies (more than the circulation of the majority of county weeklies) per minute, or twenty-five copies for every second of time ticked off by the clock.

They will each print, cut, fold, count and deliver 72,000 eight-page Stars in one hour; which is equivalent to 12,000 a minute, or twenty a second.

They will each print, cut, fold, count and deliver 48,000 ten or twelve-page Stars an hour; which is equivalent to 800 a minute, or a fraction over thirteen a second.

They will each print, cut, fold, count and deliver 36,000 sixteen-page Stars in one hour; or at the rate of 600 papers a minute, or ten every second.

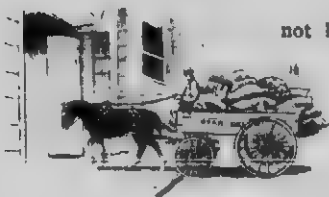
They will each print, cut, fold and count 24,000 twenty or twenty-four page Stars an hour, at the rate of 400 a minute, or nearly seven a second.

A man touches a button, shafts and cylinders begin to revolve, the whirring noise settles into a steady roar, you see three streams of white paper pouring into the machine from the three huge rolls, and you pass around to the other side—it is literally snowing newspapers at each of the delivery outlets.

Each machine weighs about fifty-eight tons. They are massive and strong, with the strength of a thousand giants. Yet though their arms are of steel and their motions rapid as lightning, their touch is as tender as that of a woman when she carries her babe. How else could the machines avoid tearing the paper? It tears very readily as you may have often observed in turning over the leaves.

The period of contact between the paper and the plate cylinders is inconceivably brief, and how in that fractional space of time a perfect impression is made, even to the reproduction of the fine lines and tiny dots shown in the illustrations, is one of those things which, to the mind untrained in mechanics, must ever remain a mystery. Yet it does, for you see it right before your eyes.

Mail Waggon.



A double folder forms part of each machine. A single folder would not be equal to the task imposed upon it. Even as it is, this double folder has to exercise such celerity to keep up with the streams of printed paper that descend upon it that its operations are too quick for the eye to follow.

Each press has two delivery outlets. By the carrier device, invented



The Victor Automatic Newspaper Carrier.

and patented by a member of the Star staff, the papers are conveyed in a continuous stream from the outlets of the presses up overhead and around corners and delivered at the circulation counters in another apartment. By this most ingenious contrivance, by common consent the best thing of its kind now in use, the papers can be conveyed any distance, it merely being a question of increasing the length of the belts of the carriers. American papers are now ordering these carriers from the Star office.

In all other systems the services of two or three hands have to be utilized to lift bundles of papers from the carriers and place them where they can be used. The Star device has been adopted by other papers and will no doubt eventually come into general use.

To get the papers from the press room to the public is the duty of the delivery corps. The stables are a short distance away, on Lagauchetiere Street, and there thirty-odd horses are in charge of a corps of drivers and stable men. Single rigs of special build are used for delivery to the city agencies, while double teams are used for mail waggons to deliver to the trains at the railway stations and to the Post Office.

In addition to the street vendors, or "news-boys" as they are called—although whole families, father, mother and children earn comfortable livings at the business—there are some fifteen hundred agencies throughout the city. A bundle is made up for each of these containing the number previously ordered. These bundles are made up in the mailing department, and passed out to the rigs, which are immediately galloped off to their respective routes. With the facilities at hand, there is practically simultaneous delivery, extreme points of the city and suburbs being reached very shortly after the presses are started. There are climatic and traffic conditions in Montreal which make the use of horses preferable to automobiles for delivering a large number of bundles over a large area in a short time.

The Engine Room.

Two stories below St. James street and one story below the level of Craig street, is situated one of the finest engine rooms in Montreal, and one of the most complete—so far as newspaper plants are concerned—in America. Down to the sub-basement in the elevator and through a tunnel under Fortification Lane, one arrives at the engine rooms of the Star office, in the basement of a building on the corner of Fortification Lane and St. George street. Here, in a cave beneath the earth as it were, is the heart, the motive power which operates the whole of the great plant of Canada's greatest newspaper.



Mailing and Distribution Department.



Smoothly, almost silently, the mighty engines work. Two Peerless and a Corliss are connected with Bullock electric generators, developing a total of 325 kilowatts, or 525 horse power.

Direct connection by wires is made with every machine in the Star Building. Some seventy-five motors are in use, from big seventy-five horse-power machines, such as run the presses and elevators, to little ones on the linotype; not counting such small affairs as those which operate the numerous electric fans.

There is no shafting, there are no belts; none of the usual means of conveying power, that also increase the peril of those who work. Every machine has its own motor; the power is conveyed by a tiny thread of wire; the pressing of a button, or opening of a switch is all that has to be done; the unseen, silent, ever-working force in the distant engine room does the rest.

There is a system of pneumatic tubes for conveying advertising and editorial "copy" from the various departments to the composing room. This system is also operated by means of an electric motor in the basement.

The lighting power is generated in the engine room, and it is no exaggeration to say that it is sufficient to light many a good-sized town. There are over two thousand incandescent lights, besides some forty-five arc lamps.

And thus it is that a great modern newspaper is made! Like the human body, the heart generates the power and through its arteries conveys that force to every part of the system; lighting, heating, ventilating, moving the intricate and delicate mechanism of the linotypes and the giant strength of the great presses.

It is indeed an industry upon which the sun never sets. One paper is not out in the hands of the public before the various forces of the great organization are at it again; planning, working, gathering news, arranging business for the next day's paper. And long through the still watches of the night—when much of the building is dark and silent, in the custody of the special staff of night watchmen and firemen—throughout the city and in distant lands, news-gatherers are busily engaged preparing matter for the insatiable maw of the Montreal Star, with its tens of thousands of readers; and down in the boiler room men are pouring coal into the yawning red caverns, ready for the next day's work. Tireless energy, ceaseless work, eternal vigilance. These, the requirements of the public demand; these, the great modern newspaper must and does give.

Watching the
Montreal Star
Bulletin.



ADDENDA

Since this booklet was printed eight weeks ago, the circulation of the MONTREAL DAILY STAR has steadily increased day after day until the month of April, 1910, when it reached an average circulation of over 75,000 copies per day, exclusive of any free papers, exchanges or sample copies.



MONTREAL CANADA

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